

Seamon Corporation
9001 Edmonston Road, Suite 200
Greenbelt, Maryland 20770
(301) 577-0244 phone
(301) 577-6856 fax
www.seamoncorporation.com

**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

**Advertising & Integrated Marketing Solution
Schedule 541**

Contract Number GS-07F-0132X

Contract Period –December 28, 2010 – February 28, 2015

Special Item Numbers (SINs) Offered

541-1 Advertising Services

Business Size: Small Disadvantaged Business, HUB Zone Certified

1a. Special Item Numbers (SINs)

The SINs listed below are covered by this price list. Labor rates for services provided under these CLINs are in Attachment 1.

541-1 Advertising

1b. Lowest Priced Model Number

Not applicable

1c. Hourly Rates and Labor Categories

See Attachment 1

2. Maximum Order

The maximum order limit for this contract is \$1,000,000 per SIN and \$3,000,000 per order.

3. Minimum Order

The minimum order for this contract is \$100.

4. Geographic coverage (delivery area)

The geographic scope of this contract is domestic 50 states, District of Columbia, Puerto Rico, U.S. Territories and to CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of production (city, county, and State or foreign country)

Current B L Seamon locations are listed below:

Location	Address
Corporate Headquarters	9001 Edmonston Road, Suite 200, Greenbelt, MD 20770
Atlanta Office	1170 Peachtree Street, NE, Suite 1200, Atlanta GA, 30309
New Jersey Office	90 Washington Valley Road, Bedminster, NJ 07921

6. Discount from list prices or statement of net price

Prices shown on Attachment 1 are GSA net.

7. Quantity discounts

1% on orders exceeding \$50,000.

8. Prompt payment terms

1% 15 days net 30.

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.

Seamon Corporation will accept Government purchase credit cards for purchase at or below \$3,000.00.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.

Seamon Corporation will accept Government purchase credit cards for purchase above \$3,000.00.

10. Foreign items

Not applicable

11a. Time of delivery

Seamon Corporation will provide Advertising Services as negotiated per negotiated order.

11b. Expedited Delivery

Items available for expedited delivery are noted in this price list.

11c. Overnight and 2-day delivery

The schedule customer may contact the Contractor for rates for overnight and 2-day delivery.

11d. Urgent Requirements

Pursuant to Clause I-FSS-140-B, when feasible Seamon Corporation will accommodate urgent requirements.

12. F.O.B. point(s)

Destination

13a. Ordering address(es)

Seamon Corporation
9001 Edmonston Road
Suite 200
Greenbelt, MD 20770
Attn: Contracts Department
(301) 577-0244 Fax: (301) 577-6856

13b. Ordering procedures

- A. Online: <http://www.blsweb.net/hhsbpa/>
- B. Email: blsbpa.com
- C. Phone: (301) 577-0244 ext. 46 Jill Vanderweit

14. Payment address(es)

Seamon Corporation
9001 Edmonston Road
Suite 200
Greenbelt, MD 20770
Attn: Accounts Payable
(301) 577-0244 Fax: (301) 577-6856

15. Warranty provision

Standard commercial warranty.

16. Export packing charges (if applicable)

Not applicable

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)

Seamon Corporation will accept Government purchase credit cards for purchases above the micro-purchase threshold.

18. Terms and conditions of rental, maintenance, and repair (if applicable)

Not applicable

19. Terms and conditions of installation (if applicable)

Not applicable

20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable)

Not applicable

20b. Terms and conditions for any other services (if applicable)

Not applicable

21. List of service and distribution points (if applicable)

Not applicable

22. List of participating dealers (if applicable)

Not applicable

23. Preventive maintenance (if applicable)

Not applicable

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduce pollutants)

Not applicable

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: <http://www.Section508.gov/>.

Seamon Corporation's web department ensures compliance with Section 508 of the Americans with Disabilities Act. 508 compliance is a standard operating procedure for any Web site SC develops. All Web sites undergo rigorous testing via our 508 compliance tool. Web sites are not launched until 100 percent compliance is achieved.

25. Data Universal Number System (DUNS) number

Seamon Corporation- 781844808

26. Notification regarding registration in Central Contractor Registration (CCR) database

Seamon Corporation registration in the CCR database is current.

27. GSA Contract Administrator

Toni Lovings
Accounting Manager
Seamon Corporation
(301) 577-0244 ext. 5100
tlovoings@blseamon.com

Attachment 1
12/28/10 to 12/27/15

B L Seamon GS-07F-0132X

GSA Labor Categories

GSA Rate

SIN(s)	Labor Category	Hourly Rate
541-1	Production / Media Director	\$ 158.32
541-1	Production/Media Mgr	\$ 86.82
541-1	Production / Media Assistant	\$ 49.03
541-1	Project Coordinator	\$ 64.35
541-1	Recruiting Specialist	\$ 52.09
	Communications Project	
541-1	Manager	\$ 104.18
541-1	Communications Coordinator	\$ 57.20
541-1	Web Project Manager	\$ 94.99
541-1	Web Developer	\$ 87.32
541-1	Media / Web Designer	\$ 70.99
541-1	Graphics Project Manager	\$ 81.00
541-1	Senior Writer	\$ 70.56
541-1	Editor / Proofreader	\$ 56.65
541-1	Director of Technical Services	\$ 122.57
541-1	Network Administrator	\$ 107.25
541-1	Information Specialist	\$ 49.03

Definitions of Labor Categories

Labor Category <i>Minimum Education, Related Work Experience Description</i>	GSA Hourly Rate
Production/Media Director <i>At least ten (10) years of demonstrated success in media and public relations or journalism with a minimum of five (5) years experience in a leadership role. Bachelor's degree in marketing, communications, journalism or related field; or equivalent combination of education and experience.</i> Directs all production, media relations, and public information activities; provides leadership in conceptualizing, planning, implementing and monitoring results of activities designed to help meet objectives; oversees design, production and distribution of communications materials, including print and video productions; identifies market segments and matches organization's services to the needs of each segment; conducts market research and sets priorities for resources; develops and implements marketing plans for growth and diversification, monitors and evaluates marketing activities; develops strategic partnerships with complementary organizations; and prepares technical and cost proposals.	158.32
Production/Media Manager <i>Minimum of seven (7) years of experience in media relations, public relations, marketing or related experience with three (3) years supervisory or team lead experience; Bachelor's degree in marketing, public relations, journalism or related field of study.</i> Manages communications activities to increase media awareness of the client's or organization's products and services; supervises writing, editing and production of all publications and marketing related collateral; oversees solicitation of vendors; conduct market research; and maintains resource database for potential teaming partners.	86.82
Production/Media Assistant <i>Minimum of three (3) years of related experience in production or media relations. High school diploma with Bachelor's degree in marketing, communication, public relations or related field of study preferred.</i> Support level personnel providing logistical and high level administrative support for all production and media relations initiatives.	49.03
Project Coordinator <i>Three (3) or more years of related logistics/conference planning experience; high school diploma with Bachelors Degree preferred.</i> Specialists in the management of the logistics and materials needed to support the events and the needs of the participants. These individuals are capable of carrying out independent assignments with minimum supervision.	64.35
Recruitment Specialist <i>Minimum of seven to ten (7-10) years of recruitment experience; Professional in Human Resources (PHR) or Senior Professional in Human Resources (SPHR) designation preferred. Bachelor's Degree in business, human resources, psychology or related field required.</i>	52.09

Manages recruitment and retention efforts and ensures that processes and procedures are aligned to attract, hire and retain high-quality employees, always with an eye towards automating, enhancing and streamlining processes. Drives a candidate-centric experience, sells the organization's employment value proposition, promotes diversity within candidate pools and proactively works to enhance employee engagement.

Communications Project Manager

104.18

Ten (10) or more years of experience in a marketing or communications role; experience working directly with a client facing field organization; seven (7) or more years of experience managing a creative team in marketing, print, and/or production. Bachelor's Degree required with a Master's degree a plus; specialization in communications, business, marketing, advertising, journalism, or a related field preferred

Oversees the delivery, quality, and level of excellence of creative and production services provided and subsequent monitoring of client satisfaction. Leads team on large projects. Analyzes new and complex project related problems and creates innovative solutions.

Communications Coordinator

57.20

At least three(3) years of experience in marketing communications; Bachelor's degree in Marketing, Business Administration, Communications or a related field of study.

Specialist level personnel responsible for the design, implementation and evaluation of communication production, and outreach initiatives. Assists with the writing and execution of marketing, communications, and outreach plans for multiple accounts with unique audiences and challenges.

Web Project Manager

94.99

Minimum of seven to ten (7-10) years of related web development experience with a minimum of three (3) years of management experience required; Bachelors Degree in information technology, computer science, information systems, or related field of study.

Provide ongoing analysis and strategic management of Web Department. Develops plans for implementation of new projects, coordinates processes with web team and provide plans including procedures, timelines and accountability. Manages workflow between department, technology groups and corporate resources. Leads team on complex web development projects or initiatives.

Web Developer

87.32

At least three to four (3-4) years of relevant experience designing/developing dynamic web applications. Experience in some of the following tools required: ColdFusion, Drupal, HTML, DHTML, CSS, J2EE, JavaScript, JBoss, C#/VB.NET/ASP.NET, Spring and image creation/editing software. Three to four (3-4) years of experience in Web Technologies: Video, Flash, AJAX, XSLT, XML, Microsoft SharePoint and Web Services. Bachelor's degree or equivalent work experience in computer science, information technology, or related technical field.

Develops, implements, and maintains client friendly web applications incorporating user interface, business processing and data interaction. Responsible for mapping client's requirements into functional and client friendly websites. Designs, develops, tests, and documents workflows based on the business process requirements. Performs system design, architecture, and implementation.

Media/Web Designer	70.99
<p><i>Minimum of three to five (3–5 years) of experience in graphic design work; Bachelor's degree in graphic design, studio art, or related design field required.</i></p> <p>Supports creative projects for clients as well as corporate marketing needs. Responsible for developing visual solutions to the communications needs by using the latest design software, applying his/her knowledge of current design, technology, and social media trends, and working within teams to design and produce an array of print, Web, and multimedia materials.</p>	
Graphics Project Manager	81.00
<p><i>Minimum of five to seven (5-7) years of experience in graphic design and/or web design with minimum of two (2) years in a team lead or supervisory role within an organization. Bachelor's Degree in Fine Arts, Marketing, Graphic Design, or other related major required.</i></p> <p>Reports to a Director. Has overall project management responsibility. Leads a team of Designers in creating and producing print materials, web designs, and multimedia presentations for internal and external clients. Analyzes new and complex project related problems and creates innovative solutions.</p>	
Senior Writer	70.56
<p><i>Bachelor's degree in publishing, journalism, communications or related field required; Master's degree preferred; seven to ten (7-10) years of experience as an editor, journalist, or writer; one to three (1-3) years of team lead or supervisory experience required.</i></p> <p>Oversees and provides professional services including but not limited to writing, substantive editing, copyediting, proofreading, and format editing. Assignments will include the review of client-facing print- and web-based materials as well as corporate marketing publications and other collateral. Create and maintain style guides for project and company documents; ensure that corporate and project documents meet established quality standards; will manage editing functions as a team lead including coordination of daily duties and responsibilities.</p>	
Editor / Proofreader	56.65
<p><i>Minimum of five (5) years of experience as an editor, journalist, or writer; academic background a plus Bachelor's degree in publishing, communications, English, marketing, or related coursework and experience required.</i></p> <p>Provides professional writing and editing skills for corporate marketing and client collateral materials, presentations, and other documents and materials developed or supported by the company.</p>	
Director of Technical Services	122.57
<p><i>Bachelors degree or equivalent; Masters degree preferred. Minimum of twelve to fifteen (12-15) years experience in information technology field required with ten (10) or more years of management experience.</i></p>	

Senior management personnel that provides vision and leadership for developing and implementing information technology initiatives throughout the organization that supports the long term objectives, mission and vision of the Company. Monitors all the latest developments in information technology and plays a leading role in the evaluation, acquisition and implementation of new technologies and systems as well as planning and execution of enhancements to existing technologies and systems. Manages a team of professionals who are accountable for the delivery of all information technology services.

Network Administrator	107.25
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Bachelor's degree or equivalent; five (5) or more years of related systems administration experience.

Responsible for provisioning, installing, configuring, operating, and maintaining network systems hardware/software and related infrastructure with a strong focus on information security. As a key member of the IT Service Group this individual is a lead technical resource, providing essential support to systems and networks, by leveraging technical expertise in system and network administration and desktop support.

Information Specialist	49.03
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High school diploma with Bachelor's degree preferred; Minimum of one (1) year of inbound call center, customer service or administrative/clerical experience with telephone related responsibilities.

Support staff member responsible for providing inbound call and customer service support. Individuals will answer a multi-line phone system, triage calls, reply to general inquiries, as applicable, and direct calls to their destination without delay and in a professional manner that positively represents our clients.